AGENDA TITLE: Provide Direction with regard to a Request from Councilmember Mounce to

Declare "Livable, Lovable Lodi" the Official City Motto.

March 29,2006 **MEETING DATE:**

City Manager PREPARED BY:

RECOMMENDED ACTION: Council direction requested. A number of alternative

courses of action exist including conduct additional

research; or direct that "Livable, Lovable Lodi" be

agendized for action as the Official City Motto, or take no action at this time.

BACKGROUND INFORMATION: Councilmember Mounce has requested that the City

Council consider taking action to declare "Livable,

Lovable Lodi" as the Official City Motto at the same

time it considers taking action on the display of the National Motto, "In God We Trust". Consistent with past practice, staff has placed this request before the Council for direction.

According to the City Clerk, there is no record of the Council ever acting upon the motto or slogan of Livable, Lovable Lodi. This slogan has been used by the Chamber of Commerce in marketing materials since the 1970s. According to an article published in the Lodi News-Sentinel on Saturday, September 24, 2005, the slogan has been used in brochures dating to 1951. The referenced article is attached.

FISCAL IMPACT: Unknown at this time.

FUNDING AVAILABLE: Not Applicable

Attachment

Blair King, City Manager

'Livable, Lovable Lodi' origin debate continues

By Jennifer Pearson Bonnett NEWS-SENTINEL CITY EDITOR

A former Chamber of Commerce secretary remembers using Lodi's now-famous slogan, "Livable, Lovable Lodi" in brochures as far back as 1951.

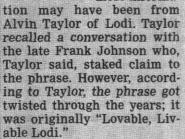
Another caller to the News-Sentinel said she used the phrase in a speech during the '60s, and yet another gave credit to a former News-Sentinel columnist who worked here in the same decade.

Such was the response this week to news that no one could identify who coined the Lodi phrase. The slogan was named by a Bay Area company as No. 50 in a list of the top

50 city slogans in the nation.

Responses to Thursday's article came in via phone, via e-mail and even on foot.

The message that yielded the most informa-



Frank Johnson

That was partly corroborated by Tom Bivins, who oversaw the chamber from 1970-1973. He said the slogan was approved by Johnson, then the chamber president, dur-

ing that decade.

We were faced with the city ... not having a

slogan.

But Bivins said it was he and a co-worker, John Ferriola, that first came up with the saying during a special project.

Tom Bivins

"We were faced with the city or

the chamber not having a slogan," Bivins said in an email.

"The people were very friendly, so it was lovable. My wife and I were new residents, so we felt the power of the population and the friend-liness of everyone."

At least three other callers told the News-Sentinel that Johnson used the phrase throughout the 1970s.

But Ruth Jones, the chamber secretary during the '50s, is sure she printed it in brochures to hand out to busi-



Patrick Patrick

nesses inquiring about Lodi. It told about the hundreds of miles of waterways nearby and the science of growing grapes.

Unfortunately, there are no copies

left, according to chamber president/CEO Pat Patrick, who coincidentially said Johnson once told him he first used the phrase.

"I don't remember when he said it, but he was the board chair in 1972."

Patrick did find a 1958 annual report that called the city "Livable Lodi." He added, "But there was no 'lovable'."

The notoriety of Lodi's slogan was announced Tuesday putting it in the graces of Hershey, PA's "The Sweetest Place on Earth" and Las Vegas' "What Happens Here, Stays Here."

Although a survey of 100 branding, marketing and advertising professionals listed "Livable, Lovable Lodi" as the 50th best city slogan in the entire nation, those Lodians interviewed this week couldn't be sure where it originally came from.

The city clerk had no record of its beginnings and a local historian could only guess it's been around at least 40, maybe 50 years. Mayor John Beckman was also stumped.

Without more hard evidence, it may be that mystery of Lodi's civic slogan will never be completely solved.

Contact City Editor Jennifer Pearson Bonnett at jenniferb@lodinews.com.